


Mitigating Stigma and Barriers to Care

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GOALS

- ▶ Understanding Stigma for Stigma Change
- ▶ Framing Stigma Change
- ▶ Implications for Evaluation

Approaches to Changing Stigma

- ▶ Social Marketing
 - ▶ Health Communication
 - ▶ Behavior Change (viz. barriers to care)
 - User
 - Provider
 - Other important agent
- 

National Consortium on Stigma and Empowerment

- ▶ Yale
- ▶ UPENN
- ▶ Rutgers
- ▶ IIT
 - Lead institution
 - Shadow center
- NIHM DevCtr

stigmaandempowerment.org

NEW YORK POST

METRO

THAT'S RACING!

FRIDAY, MAY 9, 1968 30 CENTS

© 1968 News Group Publications Inc. Vol. 114, No. 100
LARGEST-SELLING AFTERNOON NEWSPAPER IN AMERICA

640,000

FREED MENTAL

PATIENT KILLS

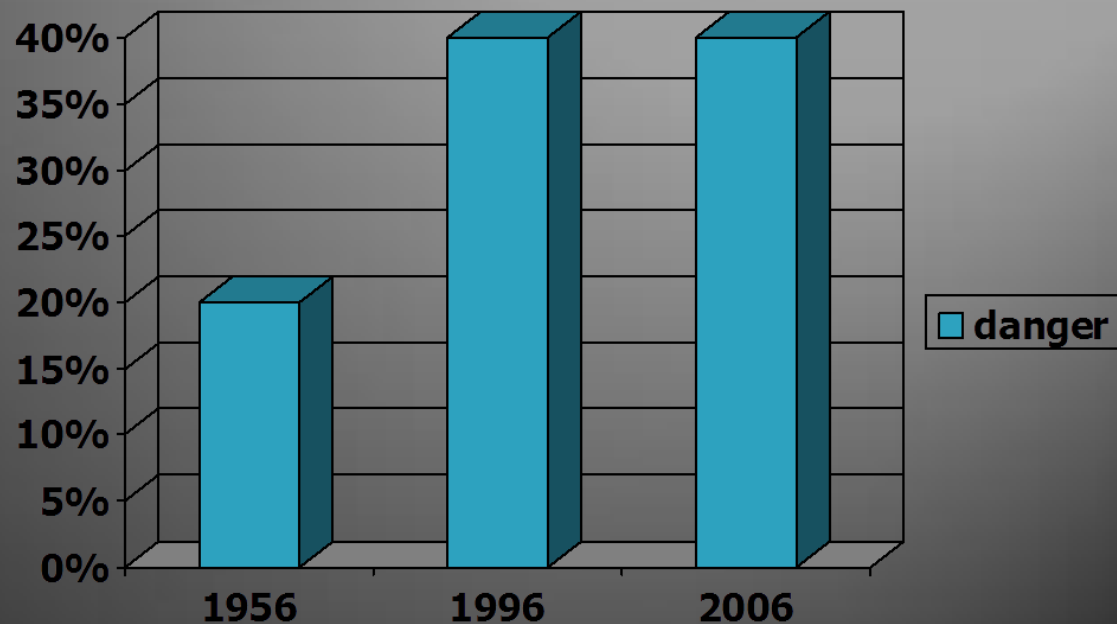
MOM

Has Stigma Changed?

► DANGEROUSNESS

Phelan, Link *et al*

Pescosolido *et al*



Framing Stigma Change

-----processes-----

v e h i c l e		Protest	Education	Contact
	Media-based			
	<i>In vivo</i>			

Understanding Stigma for Stigma Change: CONSTRUCTS BY TYPES

-----types-----

C O N S T R U C T S		Public stigma	Self-stigma	Label avoidance	Structural stigma
	stereotype				
	prejudice				
	discrimination				

Social Psychological Constructs

▶ STEREOTYPES

- People with MI are: weak, dangerous....

▶ PREJUDICE

- They are bad because: scary, shameful.

▶ DISCRIMINATION

- So, don't: hire, serve...b

What are the...

- ▶ Stereotypes
- ▶ Prejudice
- ▶ Discrimination

of military personnel?



What are the...

Stereotypes

of military personnel?

- ▶ Empirical question.
- ▶ From whose perspective.
 - Enlisted personnel
 - NCOs, Officers
 - Other important stakeholders
 - Family – Providers – Faith-based com

Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types-----

C O N S T R U C T S		Public stigma	Self-stigma	Label avoidance	Structural stigma
	stereotype				
	prejudice				
	discrimination				

Types

- ▶ Public stigma
- ▶ Self-stigma
- ▶ **Label avoidance**
- ▶ Structural stigma

Types

- ▶ Label Avoidance
 - No treatment
 - So no labels
 - So no shame

Types

- ▶ No treatment
 - Do not seek care
 - Do not stay in treatment Do not fully participate

Understanding Stigma for Stigma Change:

	Public stigma	Self-stigma	Label avoidance	Structural stigma
stereotype				
prejudice				
discrimination				

Websites

GOING TO AND
PARTICIPATING IN
TREATMENT

Framing Stigma Change

-----processes-----

v e h i c l e		Protest	Education	Contact
	Media-based			
	<i>In vivo</i>			

PROCESSES

- ▶ Education

- ▶ Protest

- ▶ Contact

► Education

Review key myths and
facts that counter these
myths

- ▶ **Myth:** Serious mental illness is rare.
- ▶ **Fact:** Schizophrenia makes up .8% of the population. In Chicago Metro, that is 64,000 people, or the population of Joliet Illinois.

► Protest

- Review stigmatizing images
- Shame on you for thinking that way

SPORTS ★ ★ ★ ★ FINAL

DAILY NEWS

504

www.dailynews.com

NEW YORK'S HOMETOWN NEWSPAPER

Friday, November 19, 2000



**TEXAS
CAMPUS
TRAGEDY
KILLS 11**

PAGES 6 & 7



**GREAT
NEW YORK
EATS THAT
FIT
THE BILL**

PAGES 78-80

★★★
**FOR JAMES
BOND'S
'WORLD'**

PAGE 66

GET THE VIOLENT CRAZIES OFF OUR STREETS

NEWS' SPECIAL EDITORIAL

SEE PAGES 2 & 3

▶ Beware the rebound effect

the white bear

► Contact

“Meet Bob Lundin”



Robert Lundin
Project Coordinator

▶ Bob's story

- My name is _____ and **I have** a severe mental illness called schizo-affective disorder
- My **childhood** was not unusual...
- Unfortunately, my mental illness was **traumatic**. It did not go away quickly...
- Despite these problems, **I have achieved** several accomplishments.

SAMPLE

N=152

MI Stigma (MIS)

Educate

Protest

Contact

Control

MIS

MIS

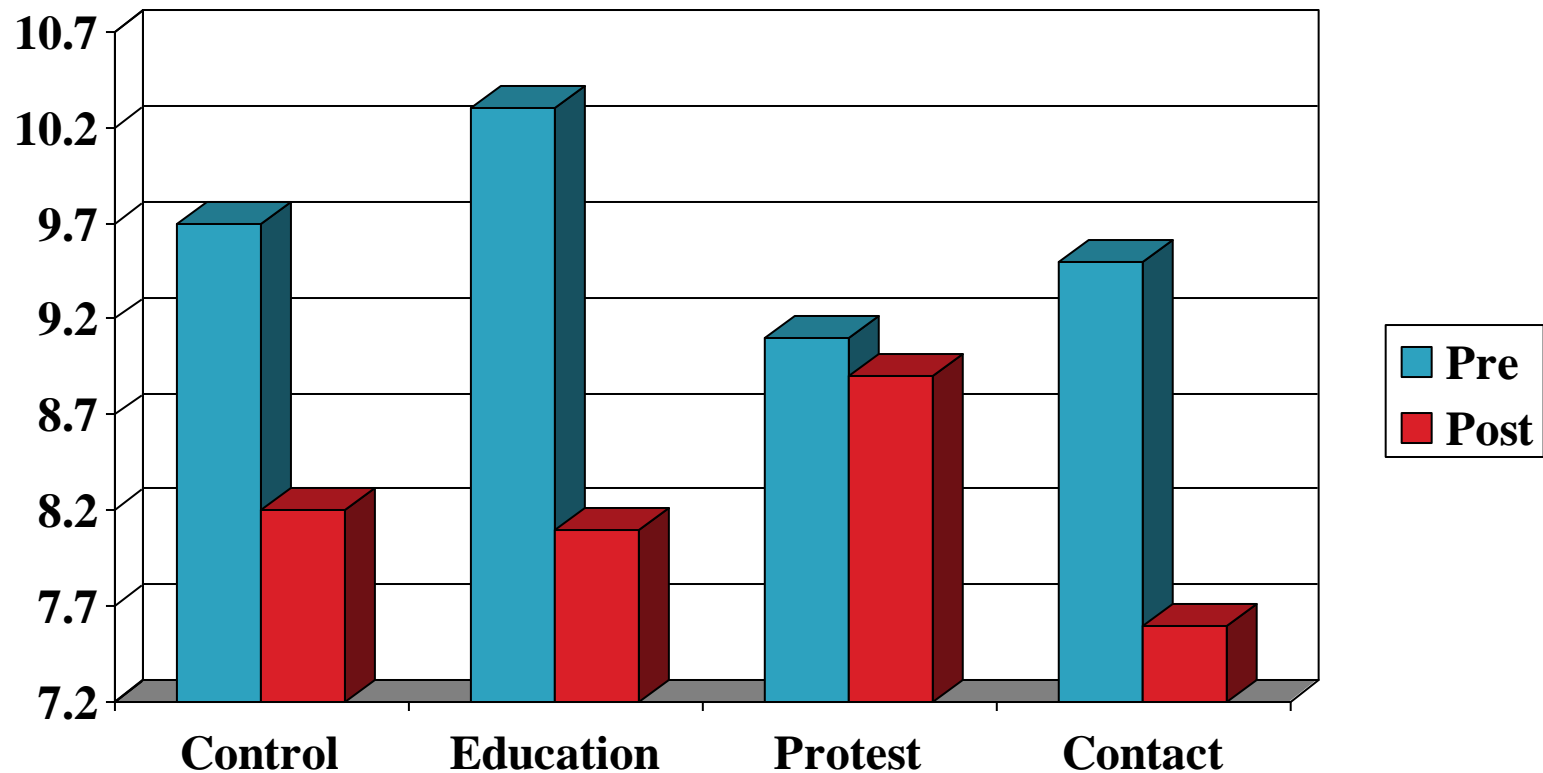
MIS

MIS

Corrigan River et al., 2002

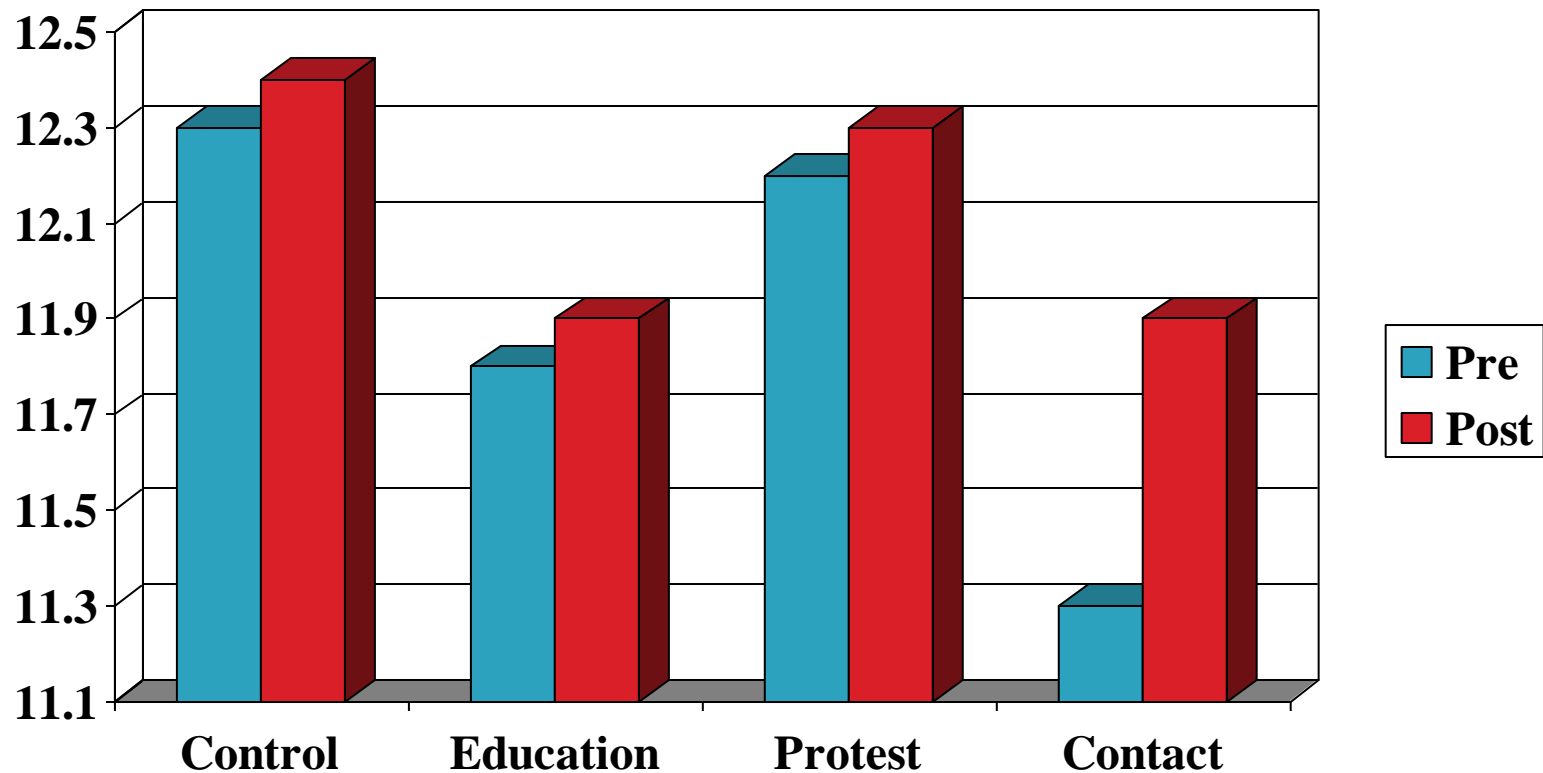
Stability of Psychosis

decrease in stability scores means persons are able to benefit from treatment

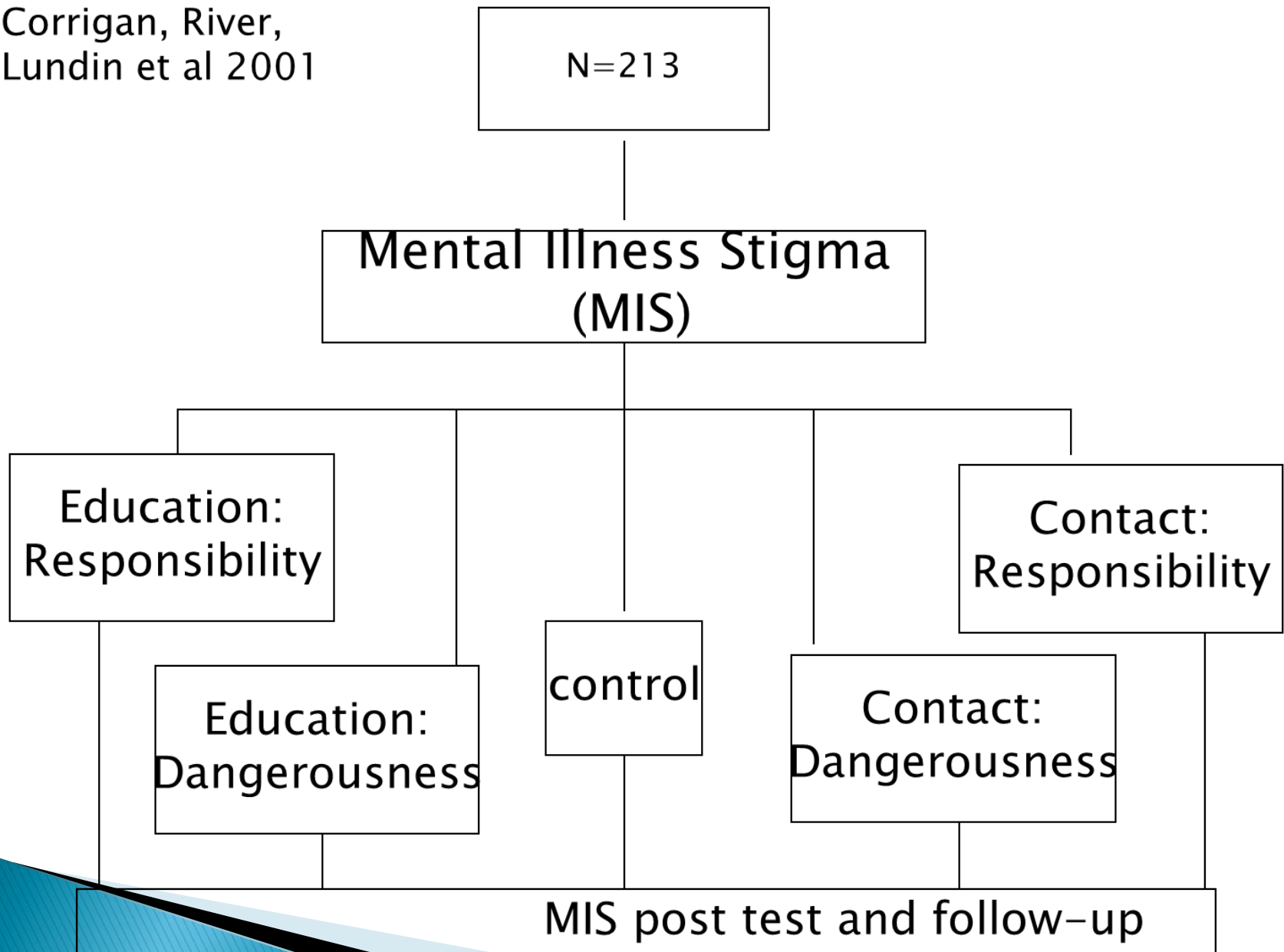


Controllability of Depression

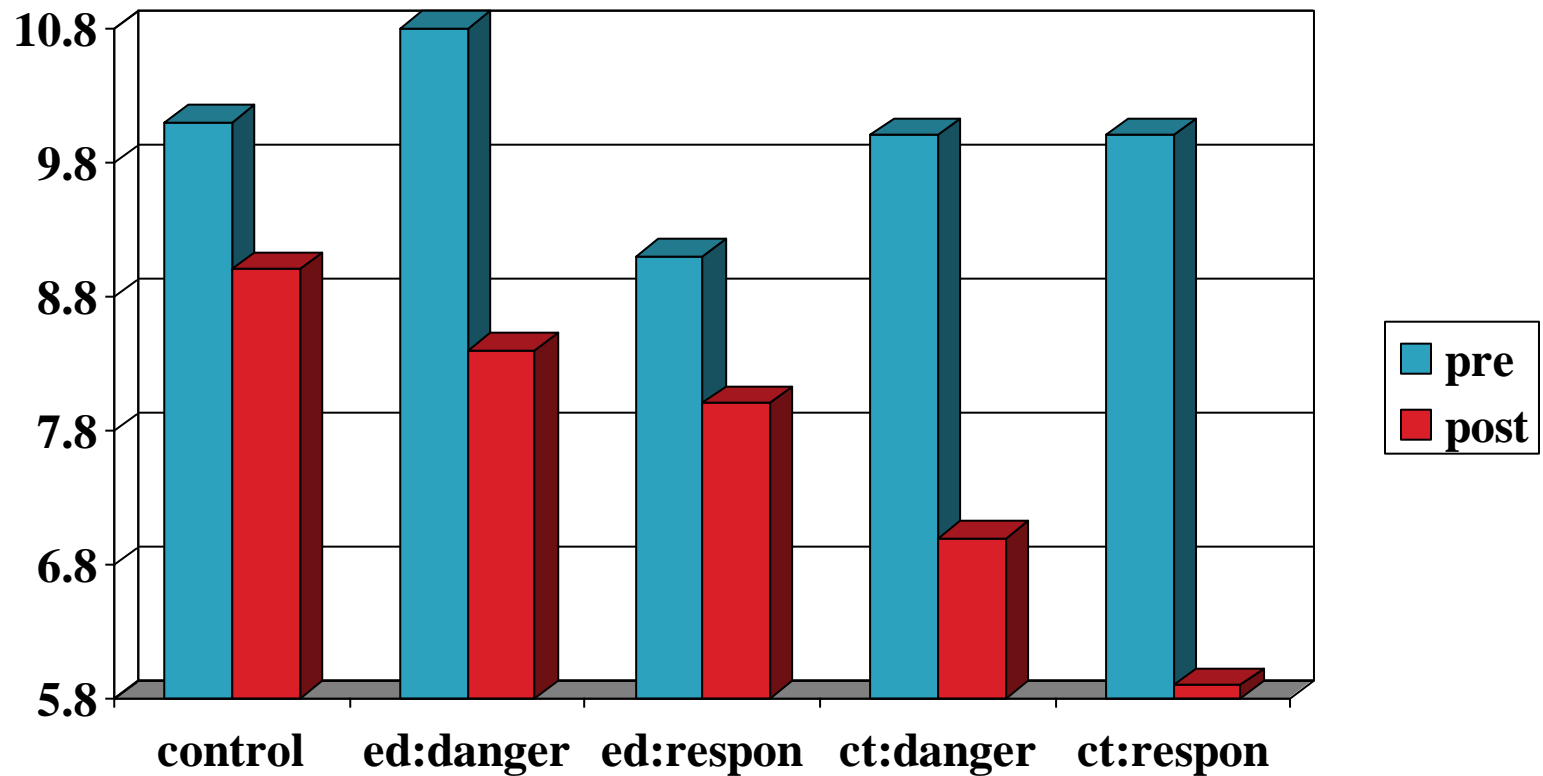
increase in controllability scores means persons are less to blame for their disorder



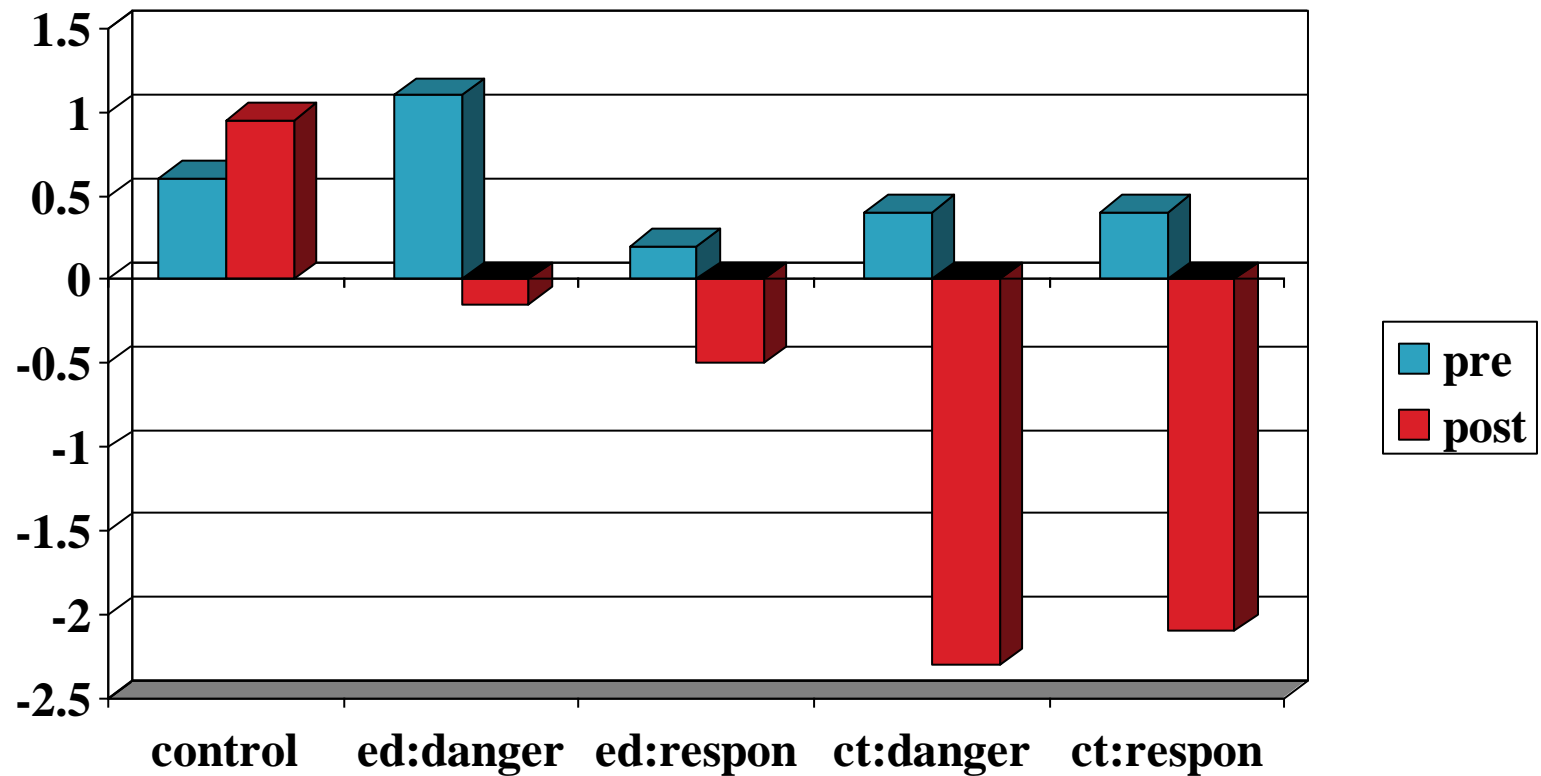
Corrigan, River,
Lundin et al 2001



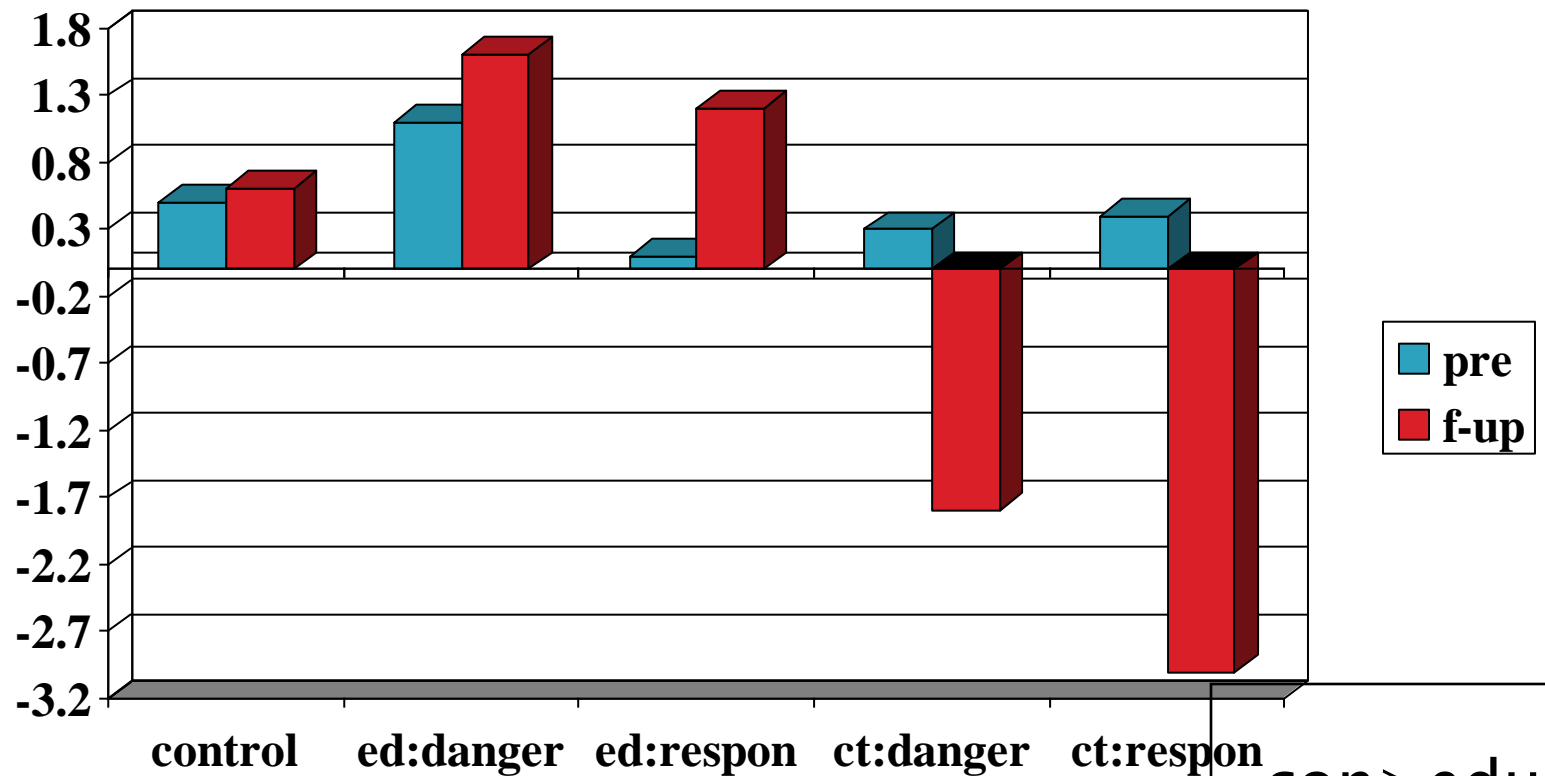
Dangerousness: pre-post



Avoidance: pre-post



Avoidance: pre-follow-up



con > edu

Framing Stigma Change

-----processes-----

v e h i c l e		Protest	Education	Contact
	Media-based			
	<i>In vivo</i>			

VEHICLES

- ▶ Media-based

- ▶ *In vivo*

services research

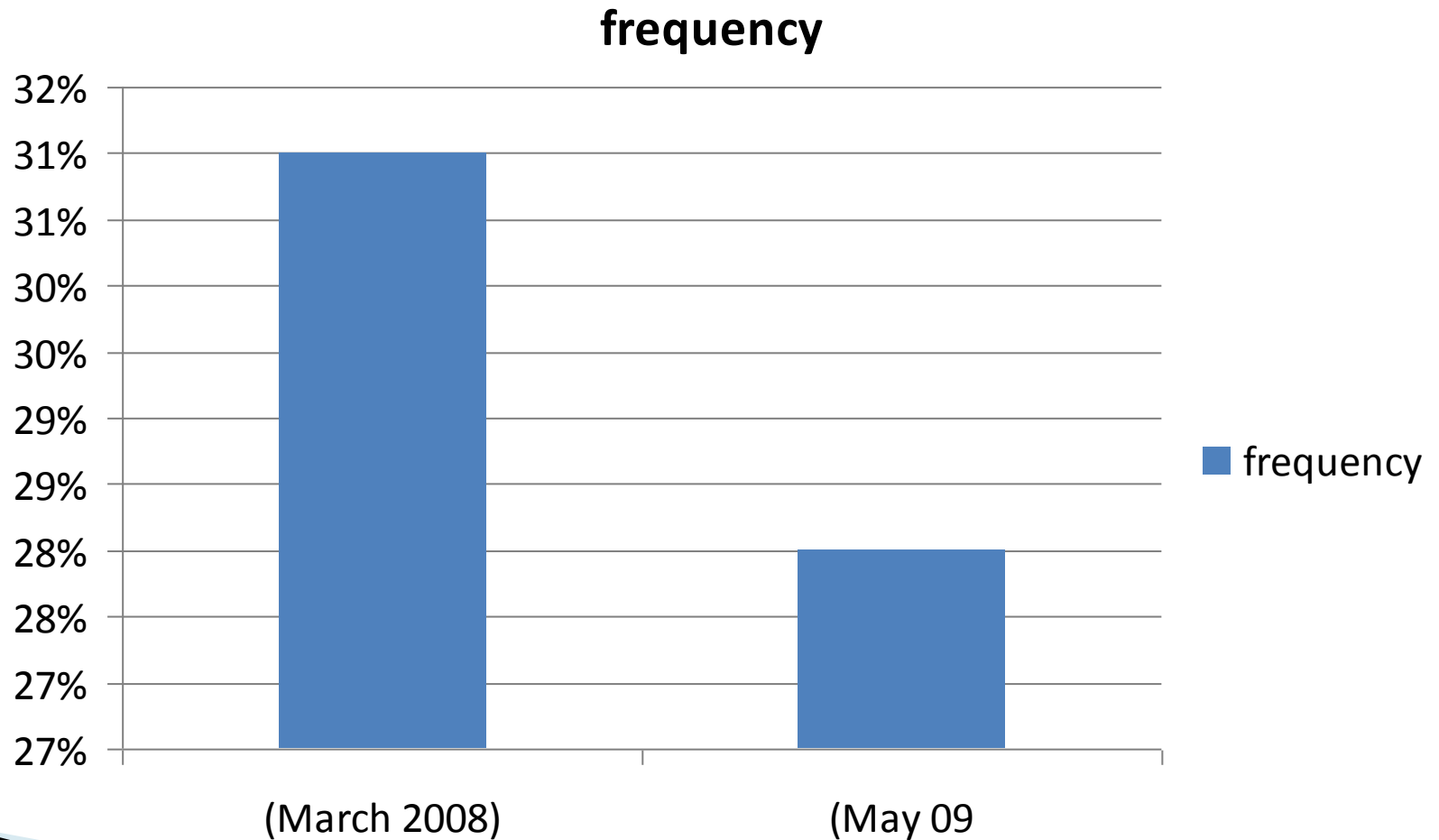
Public Service Announcement




Change a Mind



Market Penetration

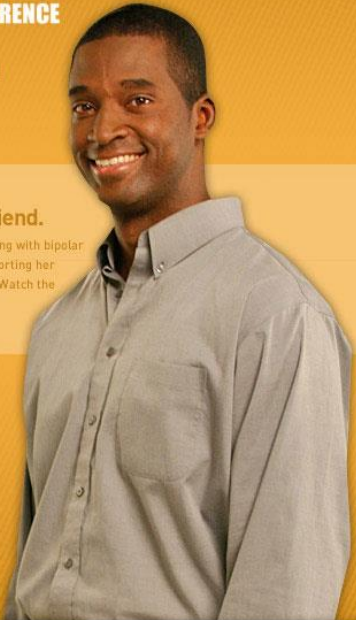



Mental Illness
**WHAT A DIFFERENCE
A FRIEND MAKES.**



Support A Friend.
My friend Angela is living with bipolar disorder, and I'm supporting her through her recovery. Watch the video to see how.

**NATIONAL
SUICIDE
PREVENTION
LIFELINE
1-800-273-8255**



Website visits

REAL WARRIORS + REAL BATTLES

REAL STRENGTHS



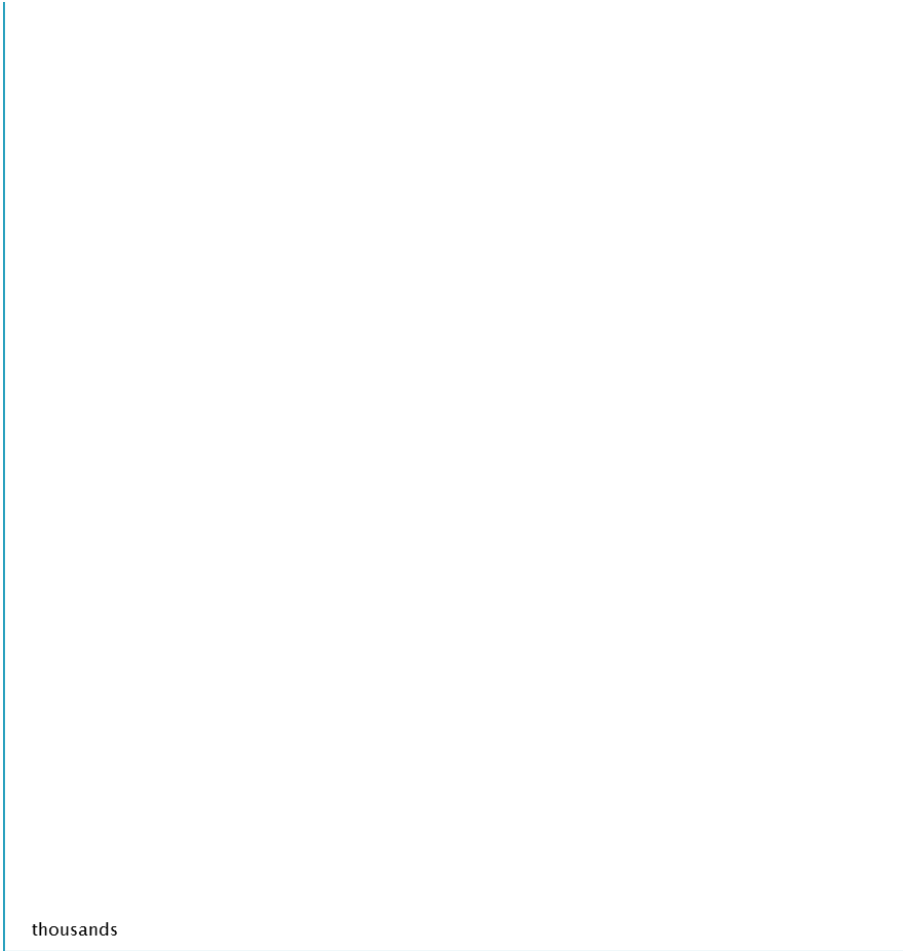
- DCoE Outreach Center live chat
- www.realwarriors.net
- Natl Suicide Prevention Lifeline
- afterdeployment.org

Website visits to *Part of Our Lives*

► Odds Ratio 2.81***



Effect Size (in millions)



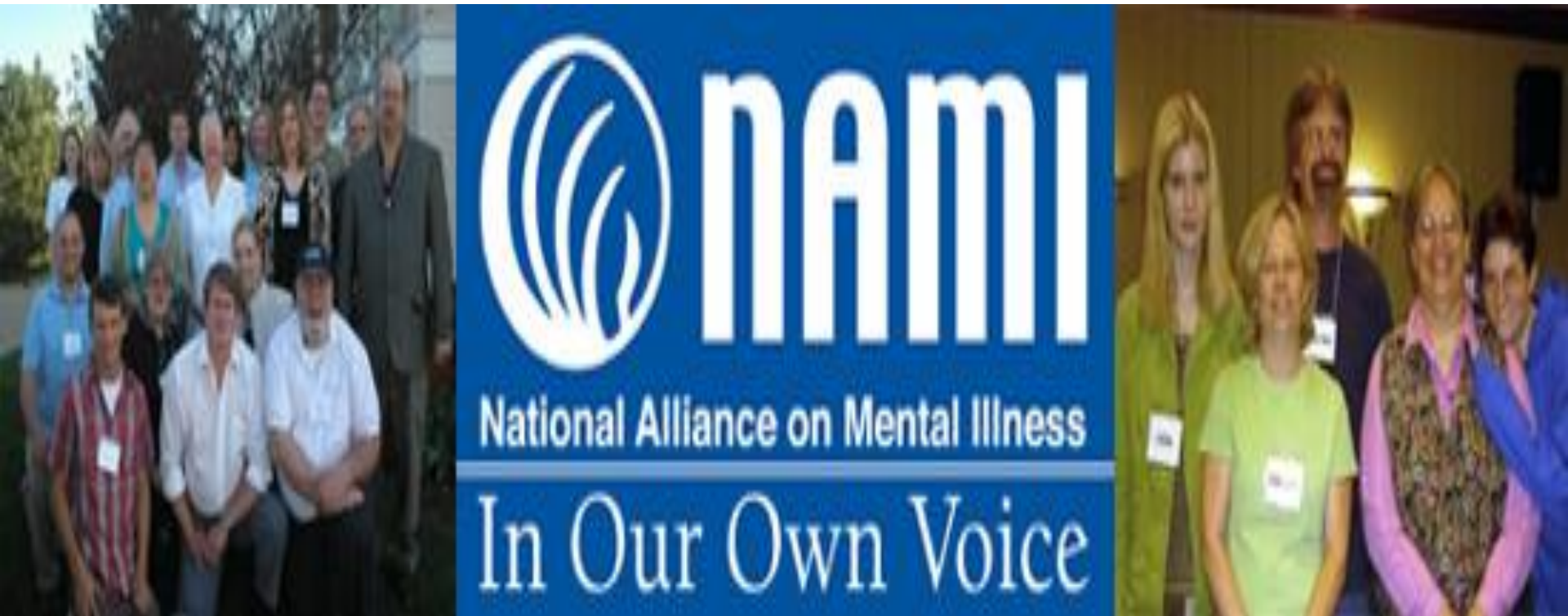
thousands

Effect Size (in millions)

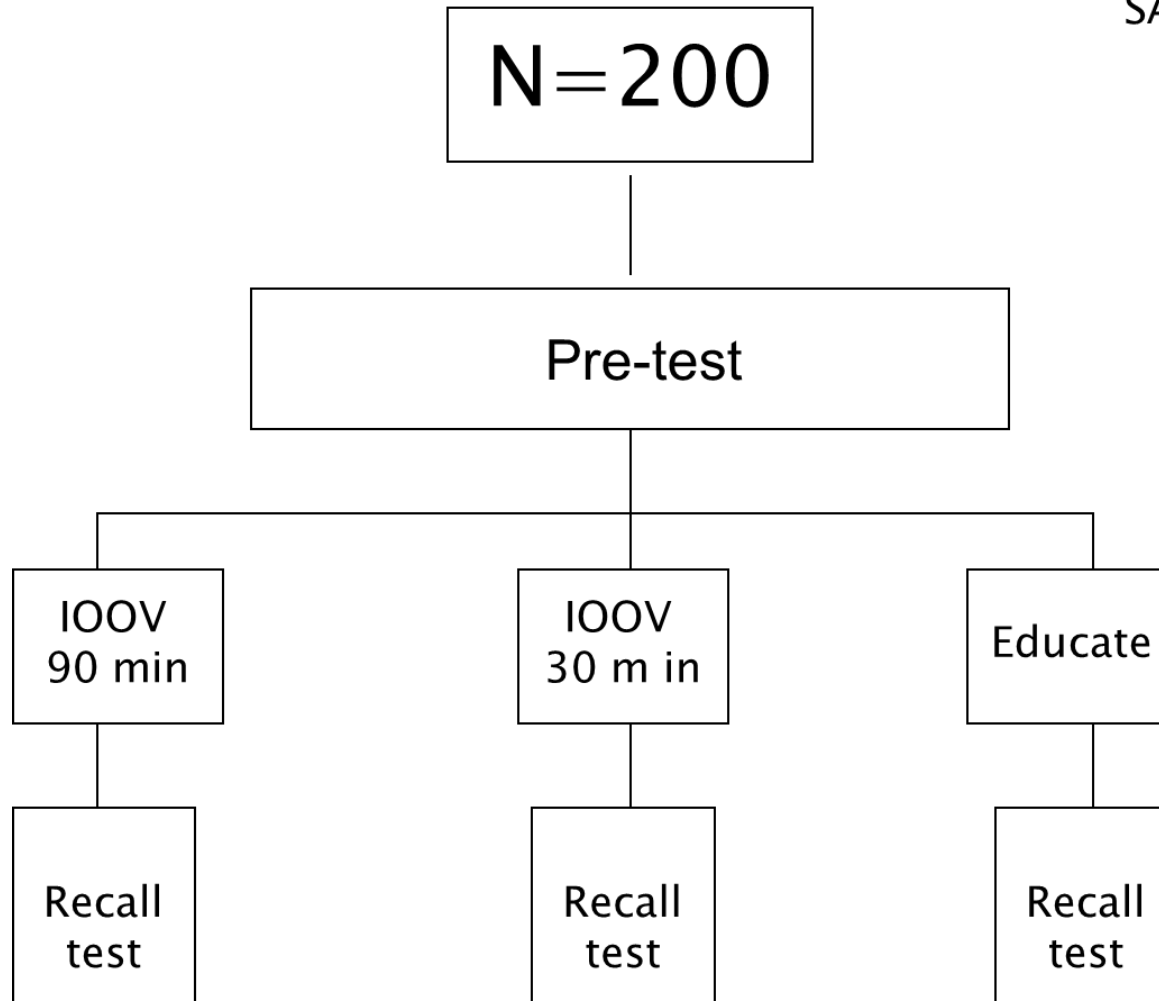
- ▶ Just going to the site is not enough
- ▶ 88% left after one minute!

thousands

In Vivo



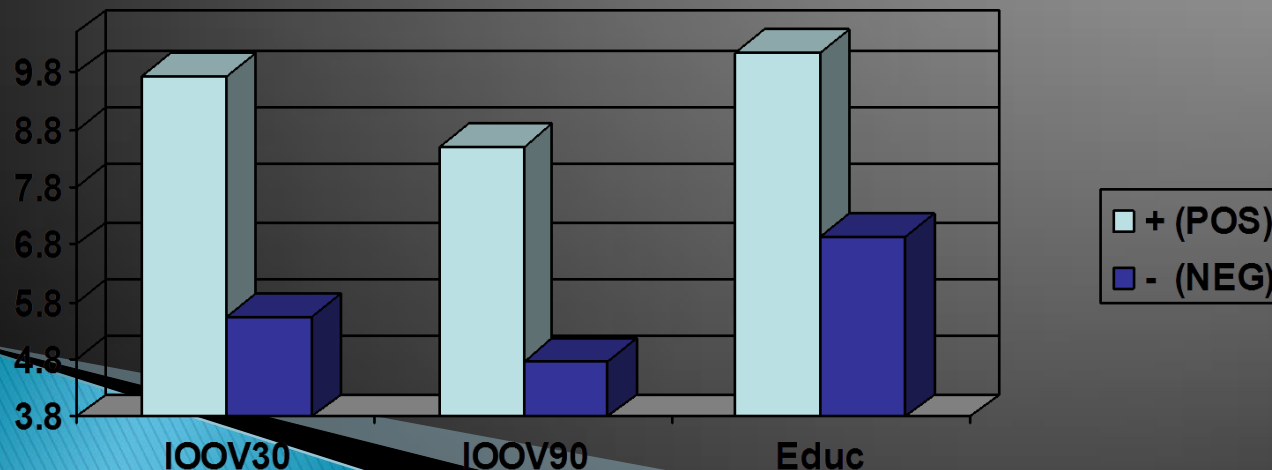
SAMPLE



Recall of positive and negative

- ▶ Post hoc tests
- ▶ **Positive Statements** ($\text{IOOV30} = \text{Educ}$) > IOOV90
- ▶ **Negative Statements** ($\text{IOOV30} = \text{IOOV90}$) < Educ)

Recall of Positive and Negative Statements



▶ Good stigma change

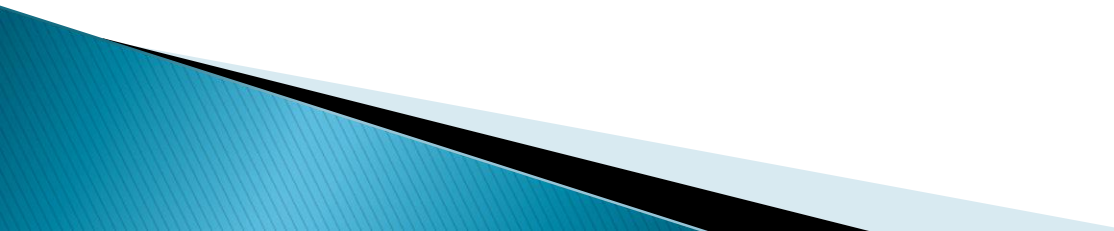
- targeted
- local

Targets

Beyond the Over**ALL** Population



Targets

- ▶ Landlords
 - ▶ Health care professionals
 - ▶ Teachers
 - ▶ Legislators
 - ▶ Employers
- 

The Distressed Person

- ▶ The depressed employee
- ▶ The suicidal adolescent
- ▶ The panicked drug abuser
- ▶ The **soldier** with PTSD
sailor, marine, airman

Local

- ▶ by branch of the service
- ▶ rank
- ▶ ethnicity or gender
- ▶ disorder
- ▶ other?

- by base
- by unit

The Benefits of Targeted Change

▶ The message

- The type of stereotype

▶ The medium

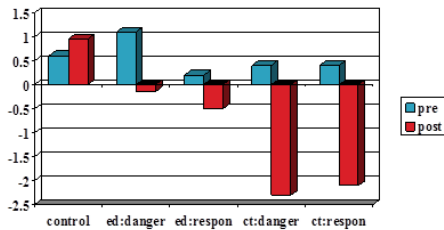
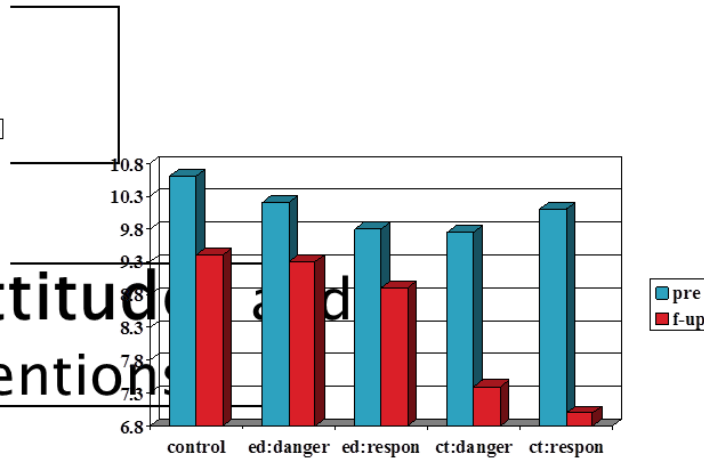
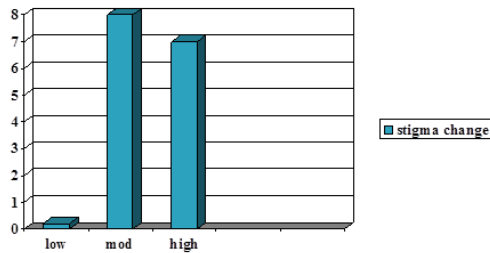
- Not just *in vivo* or PSA, but WHO

▶ The outcome

- Discrimination
 - Evaluation
- 

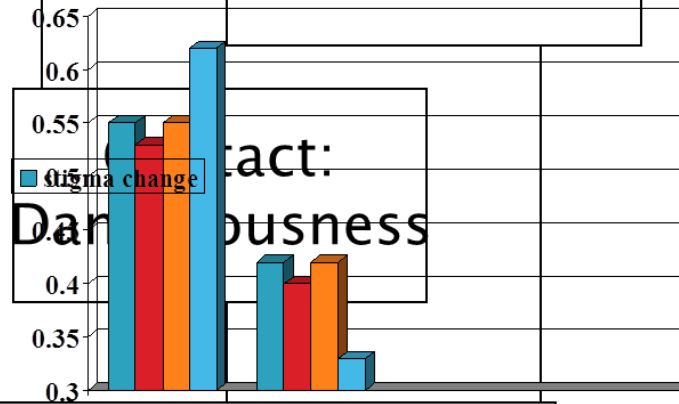
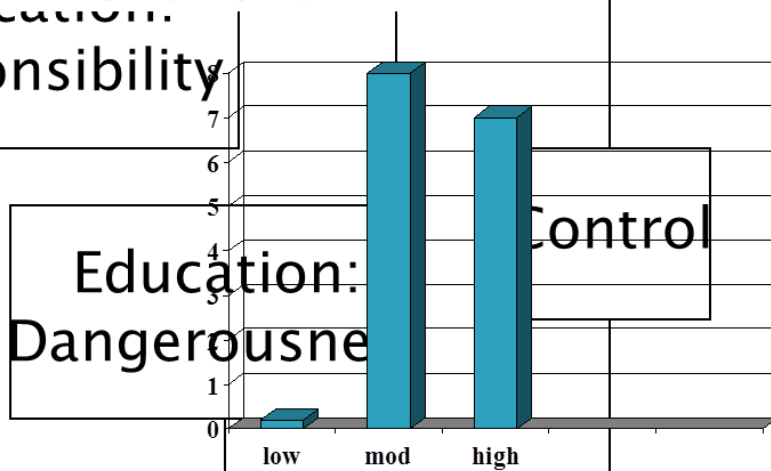
GOALS

- ▶ Understanding Stigma for Stigma Change
- ▶ Framing Stigma Change
- ▶ Implications for Evaluation
 - Where's the science?



Education:
Responsibility

Contact:
Responsibility



Attitudes and Intentions @ post and 1 wk f-up

Beat the Stigma and Discrimination!

Four Lessons for Mental Health Advocates



Patrick W. Corrigan, Psy.D.



A TOOLKIT

**For Evaluating Programs Meant to Erase
the Stigma of Mental Illness**

Patrick Corrigan

draft April 28, 2009

Learn More about It

- ▶ Bibliography
 - ▶ Toolkit
 - ▶ Four lessons
 - ▶ corrigan@iit.edu
- 